

Application Serial No. 10/551,815
Reply to final office action of March 28, 2008

PATENT
Docket: CU-4443

Remarks and Arguments

Reconsideration is respectfully requested.

Claims 1-21 are pending in the present application before this amendment. By the present amendment, claim 3 has been canceled without prejudice, and claims 1, 4-12, 15, 18, and 20 have been amended. No new matter has been added.

At the outset, in the office action (page 11), the examiner notes that "a method of refining Internet search results for a searcher based on local information related to said searcher" is not recited in the rejected claims. However, the applicants merely intended the word "refining", and similarly "refined search results", to summarize the following element of the presently claimed invention:

--identifying at least more than one search item related to the keyword that matches the search request and selecting the search item related to the second local information matched to the first local information, among the identified search items--.

By identifying search items that relate to keyword and **selecting search items among the identified search items** that are related the second local information matched to the local information the search results are returned to a searcher in a more refined way than returning all items related to the keyword. Therefore, "refining" is not an additional limitation from the specification that was intended to be read into the claims, but rather a recitation of the above claimed limitation.

In the office action (page 3) claims 1-21 stand rejected under 35 U.S.C. §112, ¶1 as failing to comply with the written description requirement.

The examiner states that claims 1, 5, 18, and 20 recite "a first local information" and "a second local information", and those terms are not disclosed in the specification,

Application Serial No. 10/551,815
Reply to final office action of March 28, 2008

PATENT
Docket: CU-4443

and as such are new matter. However, the above terms are not new matter, but rather merely provide clarification to the original claims and support can be found throughout the specification as described below.

The --first local information-- denotes "local information related to the searcher" from the originally submitted claims, and support is found at least in the specification page 7, lines 20-28. According to the present invention, a searcher does not input local information (i.e., city, zip code, telephone exchange, etc.) for each search query. Rather, the searcher inputs local information one time, and the local information is maintained by a local information search result providing system as "the local information for searching related to the searcher". For clarification, this type of local information is claimed as --a first local information-- in the claims as amended.

The --second local information-- denotes the "local information related to the network information provider" from the originally submitted claims, and support is found at least in the specification page 11, lines 5-10 and lines 21-25. According to the present invention the claimed --second local information-- is maintained within search items (see FIG. 6, 600) and is compared to the --first local information-- upon a search by the searcher. According to the presently claimed invention, search results are more relevant to the searcher in that the search results match both the search query as well as the local information of the searcher. That is --the second local information-- relating to the network information provider is matched to --the first local information-- relating to the searcher.

The examiner also rejects claims 1, 5, and 18 under the same grounds for reciting --a geographical information--. However, the above term is not new matter, but

Application Serial No. 10/551,815
Reply to final office action of March 28, 2008

PATENT
Docket: CU-4443

rather merely provides clarification to the original claims and support can be found throughout the specification as described below. Regardless, to provide further clarification, the claims now recite --location information-- instead of "geographical information".

The claimed --location information-- is descriptive of the nature of the claimed first and second local informations and relates to a region or location of the searcher or search item; support is found and least in the specification on page 2, lines 3-14; page 10, lines 19-32. According to the present invention local information pertaining to region or location can be obtained in numerous ways and is used to refine search results. The benefit of using such geographical information is illustrated in the specification on page 2, lines 15-25.

Claims 1-21 stand rejected under 35 U.S.C. § 102(e) as being unpatentable over U.S. Patent No. 6,735,572 (Landesmann).

The applicant respectfully disagrees.

In the prior art, as described in the background art of the present application, there exists a problem that website information provided to a searcher through the Internet is so massive that it has become very difficult for a searcher to find the most relevant website to their search query among the search results (specification page 1, line 29 to page 2, line 2). For example, according to the prior art as discussed in the background art of the present application, if a searcher who lives in "Samsung-dong, Gangnam-gu, Seoul" inputs a keyword "dental clinic", the search results will include dental clinics in "Gangnam-gu, Seoul" as well as dental clinics that are nowhere near "Gangnam-gu, Seoul". Further, according to the prior art as described in the

Application Serial No. 10/551,815
Reply to final office action of March 28, 2008

PATENT
Docket: CU-4443

background art of the present application, even if the searcher inputted the keywords "dental clinic <AND> Gangnam-gu", the search results may include dental clinics that have nothing to do with Gangnam-gu, and the search results will not include dental clinics in Gangnam-gu if the information "Gangnam-gu" is not included at the dental clinic's webpage (specification page 2, lines 15-25). That is, there exists a problem with the prior art as described in the background art of the present application, that the conventional keyword search method does not return results based on local information well.

The presently claimed invention overcomes the above deficiencies in the prior art caused due to the limitations of the keyword search method as discussed above.

The examiner is directed to claim 1 (as well as claims 15 and 20), which has been amended for clarification as follows:

--receiving a first local information comprising at least a location information of the searcher related to the searcher--
--receiving a second local information comprising at least a location information of one or more of search items related to a network information provider--

As discussed above, support for the amended claim 1 above is found at least in the specification page 7, lines 20-28; page 11, lines 5-10 and lines 21-25, thus, no new matter has been added.

Additionally, claim 1 (as well as claims 15 and 20) has been amended to include the limitations of claim 3 as follows:

--identifying at least more than one search item related to the keyword that matches the search request and selecting the search item related to the second local information matched to the first local information, among the identified search items, wherein the second local information matched to the first local information comprises both the second local information that is in agreement with the first local information and the second local information that is closely related

Application Serial No. 10/551,815
Reply to final office action of March 28, 2008

PATENT
Docket: CU-4443

to the first local information--

As the above amendment is merely an incorporation of the limitations of claim 3, it is not new matter.

Claim 1 as amended clearly recites the interaction of the claimed --first local information-- and --second local information--. Specifically, according to the present invention of claim 1, search items related to the keyword that matches the search request are identified. Among the identified search items, those search items having the second local information that matches the first local information related to the searcher are selected and returned as the search results so as to further refine the search results. The second local information matched to the first local information includes **both** the second local information that is in agreement with the first local information as well as the second local information that is closely related to the first local information. The present invention of claim 1 is quite different from Landesmann as we will explain below.

Landesmann does not teach the claimed --second local information matched to the first local information-- including both the second local information that is in **agreement** with the first local information and the second local information that is **closely related** to the first local information as recited in claim 1.

Landesmann is directed to a method of buyer-driven targeting of purchasing entities which allows retailers to gain access to information of the purchasing habits of potential customers (Landesmann col. 1, lines 17-19). According to Landesmann, the purchase histories of the buyer entities are recorded in a database (Landesmann col. 14, lines 2-21). Third party advertisers utilize "search criteria" to extract information

Application Serial No. 10/551,815
Reply to final office action of March 28, 2008

PATENT
Docket: CU-4443

from the database.

The search criteria of Landesmann are scores relating to the purchase history characteristics or demographics (Landesmann col. 20, lines 7-44). For example, a search criteria according to Landesmann may be "only in the zip codes in and around New York City and Washington", "females between the ages of 15-35", or "those buyer entities that scored more than XXX for purchasing more than \$XXX.00 at a department store over the last year" (Landesmann col. 20, lines 7-13). That is, according to Landesmann, search criteria may set specific thresholds for inclusion or exclusion of a buyer entity, or alternatively specific thresholds for inclusion may be specified at a later time by a system operator (Landesmann col. 20, lines 29-44).

In contradistinction, according to the present invention of claim 1 the searcher inputs a keyword, and search items are identified that match the keyword and match or closely relate to the local information of the searcher, *i.e.*, the first local information (specification page 14, lines 4-18). According to the present invention of claim 1, the claimed —closely related— local information may include local information regarding regions that are closely related geographically as well as local information that is closely related for cultural, social, or environmental reasons (specification page 14, lines 15-18).

Nowhere in Landesmann teaches this limitation of claim 1 of the present invention. As such, the cited Landesmann reference does not teach each and every limitation of claims 1, 15, and 20 as amended. An indication of allowable subject matter is respectfully requested.

Regarding claim 18, the present invention of claim 18 relates to method for

Application Serial No. 10/551,815
Reply to final office action of March 28, 2008

PATENT
Docket: CU-4443

providing local information search results utilizing the claimed ~~local keyword~~.

According to the present invention of claim 18, predetermined keywords are selected in advance as local keywords (specification page 12, lines 17-19). Local keywords are words that are highly related to the local information, e.g., "kindergarten", "real-estate", and "hospital", as opposed to the keywords that are not local that are not very related to local information, e.g., "psychology" or "HTML". Words that are selected as local keywords are stored in a predetermined database (specification page 12, lines 17-28). That is, according to the present invention of claim 18, if the searcher inputs a local keyword, local information search results are provided, but if the searcher inputs a keyword that is not a local keyword, the search results do not reflect the local information.

Claim 18 has been amended for clarification as follows:

—maintaining a database including a plurality of search items related to a network information provider, wherein each search item of the plurality of search items includes a keyword, and at least one keyword of the plurality of keywords is a local keyword related to a local information of the network information provider—

The above amendment is not new matter as it is merely a clarification of the existing claim 18, however, support for the above amendment can be found at least in the specification on page 12, lines 17-28).

Landesmann has been discussed above in detail. Nowhere in Landesmann teaches claim 18 as amended. Specifically, nowhere in Landesmann teaches:

~~—when the keyword that matches the search request is the local keyword, identifying search items related to the local keyword and selecting search item related to the local information of the network information provider matched to the first local information, among the identified search items—~~

Application Serial No. 10/551,815
Reply to final office action of March 28, 2008

PATENT
Docket: CU-4443

Therefore Landesmann does not teach each and every limitation of claim 18 as amended, and an indication of allowable subject matter is respectfully requested.

As to the dependent claims 2-14, 16-17, 19, and 21, the applicant respectfully submits that these claims are allowable at least since they depend from claims 1, 15, 18, and 20, which are considered to be in condition for allowance for the reasons above.

For the reasons set forth above, the applicants respectfully submit that claims 1-21, now pending in this application, are in condition for allowance over the cited reference. Accordingly, the applicants respectfully request reconsideration and withdrawal of the outstanding rejections and earnestly solicit an indication of allowable subject matter. This amendment is considered to be responsive to all points raised in the office action. Should the examiner have any remaining questions or concerns, the examiner is encouraged to contact the undersigned attorney by telephone to expeditiously resolve such concerns.

Application Serial No. 10/551,815
Reply to final office action of March 28, 2008

PATENT
Docket: CU-4443

When issuance of a Notice of Allowance is proper in the next action, the examiner is authorized to cancel the withdrawn claims, for which the applicant reserves the right to file a divisional application. Should the examiner have any remaining questions or concerns, the examiner is encouraged to contact the undersigned attorney by telephone to expeditiously resolve such concerns.

Respectfully submitted,

Dated: June 18, 2008


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